S/N 10/743,988 **PATENT**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Joshua Kopelman et al. Examiner: Asfand Sheikh

Serial No.: 10/743,988

Group Art Unit: 3627

Filed: December 22, 2003

Docket No.: 2043.047US2

Customer No.: 49845

Confirmation No.: 9050

Title: METHOD AND APPARATUS FOR FACILITATING SALES OF GOODS BY

INDEPENDENT PARTIES

AMENDMENT & RESPONSE UNDER 37 C.F.R. § 1.111

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

In response to the Office Action dated July 22, 2010, please amend the application as follows: